

PX 163
(Google's Proposed Redactions)

Message

From: Sabrina Abuzahra [sabuzahra@google.com]
Sent: 1/17/2023 1:50:14 PM
To: Alyssa Raiola [alyssaraiola@google.com]
Subject: Re: Team Mil Q1 '23 Gut Call Context

Need any action from me on this?

On Fri, Jan 13, 2023 at 9:43 AM Alyssa Raiola <alyssaraiola@google.com> wrote:

Locked In (Proj)	
Total Pipe @70%	
Gut with locked in + 70% pipe	
Total Pipe @50%	
Gut with locked in + 50% +70% pipe	

70% Overview: [REDACTED] Total

- [REDACTED] in Misc DOD Rev not yet in platform - repeats every year (JAMRS, DOD)- High Confidence
- [REDACTED] in Army/ARNG/USAF DV3- based on historical & verbal context from clients, not yet in platform- Variable, but based on best estimate
 - Most Army/ ARNG IOs end 2/28- estimation largely comes from March period. No indication that campaigns will be dark
 - USAF team has loaded new campaigns every week/ continues getting incremental- confident here
- [REDACTED] Local Army DV3- Funding not yet confirmed, based on historical, likely to come back within Q
- [REDACTED] USAF Misc incremental- High confidence

50% Overview: [REDACTED] Total

- [REDACTED] Additional ANG search incremental - This has been coming through pretty frequently, could happen
- [REDACTED] for Continued Army search full opp- Team continuing to pitch this monthly

Additional Areas for Incremental --> I will add these as net new 30% & 50% goals

- Anthem Incremental (Consolidation)- Although the Army team is not going with Youtube as a main partner for the March launch and has passed on the March Madness opp, we are actively working across teams to push as much revenue as possible via DV3. *Our pipe above includes [REDACTED] estimated for this in March- potential for this to increase ~+ [REDACTED] on top of this.*
- Navy - Pitching new campaign for Mar focused on Navy band - Pitched additional [REDACTED] week to planned funds
- USAF- Continuing to bring sponsorship opps to the team as they've been interested in Int'l Women's Day & March Madness in the past- both fall in Q1- [REDACTED]

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Alyssa Raiola

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